



February 2025

Urban SDK, Inc.
100 North Laura St, Ste 602
Jacksonville, FL, 32202

Subject: Sole Source Procurement Justification for Urban SDK's Speed and Traffic Calming Solution

To whom this may concern:

I am writing to provide a comprehensive justification for the selection of Urban SDK as the sole source provider for the implementation of a Speed and Traffic Calming Solution. This procurement document underscores the exceptional qualities and capabilities of Urban SDK's solution, with a specific emphasis on the exclusive nature of our offering. The data and software can only be accessed and purchased directly from Urban SDK. This is done to ensure our customers receive the highest level of support and service in conjunction with our program..

The uniqueness of Product & Services:

Urban SDK offers a proprietary data analysis, visualization, and aggregation platform that is unparalleled in the industry. The system enables organizations to consolidate all data sources onto a single platform, including premium data provided by the contractor at no additional cost to the client. The data is presented through dynamic dashboards, geospatial maps, and can also be downloaded in CSV format. Crucially, all data sets provided in the Urban SDK Platform feature automated federal performance measures, used for meeting reporting requirements. Urban SDK's

platform is the sole solution on the market to provide near real-time data sets, speeds on all roadways, volumes on all roadways, automated performance measures, GIS visualization, custom dashboarding, geospatial data management, and data shareability features. Furthermore, Urban SDK proactively updates the platform to align with client needs, delivering these updates free of charge to all existing clients every two weeks. The platform supplies all essential datasets to MPOs, counties, and cities for their traffic calming initiatives, safety plans, LRTP, TDM, CMP, TIP, and corridor analysis. In addition, it equips these agencies with invaluable tools, including Studio (GIS mapping), Dashboard Builder (performance measures), sharing links (community outreach), Workspace (data storage and management), and Route Builder (corridor studies). Urban SDK complements these offerings with a dedicated team of GIS Analysts, Engineers, Data Scientists, and Planners, ensuring comprehensive support throughout the entire contract.

Competitive Analysis:

Urban SDK is the only provider offering a fully integrated, software-based traffic and transportation planning solution that does not rely on physical hardware installations, such as pneumatic tube counters, to collect data. While traditional solutions like pneumatic tube counters may provide limited data on specific roadway segments, they are inherently constrained in scope and functionality. These systems require the purchase and maintenance of hardware, involve physical installation processes, and only collect data from specific, pre-selected roadways. As a result, they fail to provide comprehensive coverage of all roadways and lack the ability to deliver the near real-time insights critical for modern traffic and transportation management.

Urban SDK's platform surpasses these traditional methods by offering seamless, software-driven solutions that aggregate data from multiple sources, covering all roadways without additional hardware requirements. Our system delivers real-time data on speeds, volumes, and safety metrics across entire road networks, allowing transportation planners and engineers to make informed decisions more efficiently.

Unlike closed systems requiring recurring hardware costs and labor-intensive

deployment, Urban SDK eliminates these barriers by providing an all-in-one digital platform that integrates automated federal performance measures, GIS visualization tools, and customizable dashboards. This capability significantly enhances operational efficiency, minimizes costs, and provides the flexibility required to address diverse traffic management needs.

Furthermore, Urban SDK's proactive approach to continuous platform updates ensures that clients receive cutting-edge capabilities without additional costs. This commitment to innovation, combined with unparalleled functionality and coverage, positions Urban SDK as the sole provider capable of meeting the complex and evolving demands of transportation and traffic planning organizations. Our solutions are uniquely equipped to address challenges such as traffic calming, safety analysis, long-range planning, and federal reporting requirements, setting us apart from all existing alternatives in the industry.

Research:

Urban SDK's unmatched data and analytics planning capabilities are the result of extensive research spanning the last five (5) years. Urban SDK has identified a critical gap in the market, making our solution the sole true "turnkey" offering for traffic and transportation planning organizations. Notably, our pricing structure, rapid enhancement pace, diverse dashboards and maps, multi-data streams, developer API, and safety forecasting algorithm represent innovations that are unmatched in the industry.

Benefit:

Urban SDK's platform is tailored to address a multitude of challenges faced by MPOs, Counties, and Cities in traffic management and transportation planning. It

streamlines tasks such as traffic calming, validation of speeding complaints, safety planning, LRTPs, CMPs, federal reporting, corridor analysis, data management and collection, meeting federal deadlines, data visualizations, data organization, onboarding of new staff, fostering transparency across organizations and teams, and community outreach. The platform is designed not merely as a staff tool but also as a means to enhance community planning.

Firm Expertise:

Urban SDK was developed by transportation planners and traffic engineers, in collaboration with personnel from MPOs, Counties, Cities, and engineering firms. Our extensive clientele includes a wide array of organizations in the transportation sector, including the Kentucky Transportation Cabinet, Florida Department of Transportation, Santa Fe MPO, Miami-Dade TPO, North Florida TPO, Broward County, Hillsborough County, City of Longboat Key, City of Germantown, and numerous others. Every facet of the Urban SDK Platform has been refined based on customer feedback to amplify efficiency across the traffic and transportation planning landscape throughout the United States.

In conclusion, Urban SDK's Speed and Traffic Calming Solution is characterized by its unique data and software capability, accessible exclusively through Urban SDK. We hereby request the necessary approvals to proceed with the sole source procurement of Urban SDK's solution, confident that it will significantly elevate your traffic management and planning capabilities.

Should you require any further information or have inquiries, please do not hesitate to contact me.

Sincerely,

Micah Dickman

Vice President of Procurement and Revenue

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